

Message Text

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E.O. 11652: N/A

TAGS: BEXP, TW

SUBJECT: TRADE MISSION AND CATALOGUE SHOW SCHEDULE

FY-1975 AND FY-1976

REF: A) STATE 23579, B) STATE 31060, C) STATE 108718

1. REFTELS INFORMED EMBASSY OF CANCELLATION OF TWO TRADE MISSIONS AND ONE IOGA MISSION. ONLY ONE IOGA MISSION (SOUTH CAROLINA) VISITED TAIPEI IN FY-1975 WITH ALL OTHER SCHEDULED MISSIONS CANCELLED.

2. EMBASSY IS CONCERNED THAT FY-1975 TRADE PROMOTION PROGRAM DID NOT INCLUDE ONE USDOC-SPONSORED TRADE MISSION. WE VIEW SUCH MISSIONS AS ECONOMICAL AND EFFECTIVE VEHICLES TO PROMOTE SALES OF US GOODS AND SERVICES NOT ONLY IN TAIPEI BUT ALSO IN MAJOR INDUSTRIAL AND COMMERCIAL CENTERS DOWN-ISLAND, E.G., KAOHSIUNG (ONE MILLION INHABITANTS), TAICHUNG (550,000 INHABITANTS), TAINAN (500,000 INHABITANTS) AND KEELUNG (350,000 INHABITANTS). IN THE PAST, TRADE MISSION HAVE BEEN WELL-RECEIVED AND PARTICIPANTS HAVE BEEN UNIFORMLY PLEASED WITH RESULTS.

3. CATALOG SHOWS ARE ALSO AN EFFECTIVE ELEMENT OF
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LSE TRADE PROMOTION PROGRAM, AS EVIDENCED BY THE

SUCCESS OF THE PRINTING AND GRAPHIC ARTS CATALOG SHOW (TRADE CENTER, JULY 1974) AND THE POLLUTION CONTROL EQUIPMENT CATALOG SHOW (TRADE CENTER AND USIS/KAOHSIUNG, JANUARY 1975). THESE TWO SHOWS ATTRACTED ALMOST 1,700 VISITORS.

4. THE EMBASSY, THROUGH THE FY-1976 CCP AND THE TRADE CENTER PROGRAM, RECOMMENDED THAT TWO TRADE MISSIONS AND TWO CATALOG SHOWS BE SCHEDULED IN THE ROC IN FY-1976. THESE EVENTS COULD BE EFFECTIVELY STAGED AND PROMOTED WITHOUT TAXING THE EMBASSY'S RESOURCES AVAILABLE FOR TRADE PROMOTION. NEVERTHELESS, IT IS OUR UNDERSTANDING THAT DECISIONS HAVE BEEN MADE THAT ONLY ONE TRADE MISSION (COMMERCIAL FISHING INDUSTRIES, JUNE 1976) WILL BE APPROVED AND BOTH CATALOG SHOWS WILL BE ELIMINATED. EMBASSY REQUESTS THAT THOSE DECISIONS BE REVIEWED AND EFFORTS MADE TO SCHEDULE ADDITIONAL EVENTS IN THIS SIGNIFICANT SECTOR OF OUR TRADE PROMOTION PROGRAM.
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